



13/B  
11-20-02  
PATENT *mel*

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

USAMA M. FAYYAD et al.

Serial No.: 09/401,439

Group Art Unit: 2163

Filed: September 22, 1999

Examiner: Colon, Catherine M.

For: Data Mining for Managing Marketing Resources

Docket: 15-948

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Assistant Commissioner for Patents  
**Box No Fee Amendment**  
Washington, D.C. 20231

SECOND AMENDMENT

Dear Sir:

In response to the Office Action dated August 29, 2002, please amend this application as follows:

In the claims:

- Biotech*
1. (Twice Amended) A method for managing a marketing campaign, comprising:  
providing a data mining engine capable of being trained with training data; and  
capable thereafter of performing inferences relative to the training data and on additional data;  
providing a user database containing observed characteristics of each one of a set of users, the characteristics comprising at least one of: (a) at least one of the user's attributes,  
(b) at least one of the user's preferences;

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NOV 17/02  
By: *Muel Berglund*



2163

Attorney's Docket No. 15-948 - 4254

Patent

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the                      USAMA M. FAYYAD ET AL.  
Application of:  
  
Application No.:            09/401,439  
Filing Date:                09/22/99  
Title:                        DATA MINING FOR MANAGING  
                                     MARKETING RESOURCES

Examiner:                  CATHERINE M.  
                                     COLON

Art Unit:                  2163

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**GROUP 3600**

**AMENDMENT TRANSMITTAL**

The Assistant Commissioner for Patents  
BOX AMENDMENT NO FEE  
Washington, D.C. 20231

Transmitted herewith is an amendment for this application.

I hereby certify that this paper is being deposited with the  
U.S. Postal Service as First Class Mail addressed to the  
Assistant Commissioner of Patents, Washington, D.C. 20231  
on 11/7/02  
BY: James Byrnes

The fee for claims has been calculated as shown below:

CLAIMS	FOR	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	CALCULATIONS
	TOTAL CLAIMS (37 C.F.R. § 1.16(c))	53	- 64	= 0	x \$18.00 =	\$ 0
	INDEPENDENT CLAIMS (37 C.F.R. § 1.16(b))	7	- 9	0	x \$84.00 =	\$ 0
	MULTIPLE DEPENDENT CLAIMS (if applicable) (37 C.F.R. § 1.16(d))				+ \$280.00	\$ 0.00
	Total of Above Calculations =					\$ 0
	Reduction by 50% for filing by small entity (Note 37 C.F.R. §§ 1.9, 1.27, 1.28).					0
	TOTAL =					\$ 0

\_\_\_\_\_ A verified statement to establish small entity status under 37 C.F.R. §§ 1.9, 1.27:  
                   \_\_\_\_\_ is enclosed.  
                   \_\_\_\_\_ was previously filed.

\_\_\_\_\_ A check is enclosed to cover the \$ fee for the presentation of additional claims.

  X   Applicant believes that no extension of time is required. However, this conditional petition is being made to provide for the possibility that Applicant has inadvertently overlooked the need for a petition for an extension of time.

\_\_\_\_\_ Applicant hereby petitions for a:

\_\_\_\_\_ one month (37 C.F.R. § 1.17(a): \$110.00/\$55.00)  
       \_\_\_\_\_ two month (37 C.F.R. § 1.17(b): \$400.00/\$200.00)  
       \_\_\_\_\_ three month (37 C.F.R. § 1.17(c): \$920.00/\$460.00)  
       \_\_\_\_\_ four month (37 C.F.R. § 1.17(d): \$1,440.00/\$720.00)  
       \_\_\_\_\_ five month (37 C.F.R. § 1.17(d): \$1,960.00/\$980.00)

extension of time pursuant to 37 C.F.R. § 1.136(a). If an additional extension of time is required, please consider this a petition therefor.

\_\_\_\_\_ A check is enclosed to cover the \$ extension of time fee under 37 C.F.R. § 1.17.

\_\_\_\_\_ Charge Deposit Account No. 23-0630 in the amount of \$.

X The Commissioner is hereby authorized to credit any overpayment or to charge any fees under 37 C.F.R. §§ 1.16, 1.17 in connection with this communication to our Deposit Account No. 23-0630.

Respectfully submitted,



Stephen J. Schultz  
Registration No. 29,108

Date: November 7, 2002

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& HEINKE CO., L.P.A.  
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